

Message Text

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TO AMEMBASSY PARIS PRIORITY

AMEMBASSY BRUSSELS PRIORITY PRIORITY

AMEMBASSY THE HAGUE PRIORITY

INFO AMEMBASSY LUXEMBOURG PRIORITY

UNCLAS STATE 128282

E.O. 11652:N/A

TAGS: BEXP, FR, BE, NL, LU

SUBJECT:IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE

FOR: COMAFF/GRANT/PARIS; USTC/AUFRICHT/PARIS

1. FOLLOWING IS PLANNED FY 1980 IMC, PARIS PROMOTION
EVENT SCHEDULE PROVIDED FOR POSTS REVIEW AND COMMENT.

BALANCE OF COMMERCE PROMOTION EVENT SCHEDULE (CATALOG SHOWS
ETC.) FOR FRANCE/BENELUX TO FOLLOW. SCHEDULE FOR IMC,
PARIS HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING
FACTORS INCLUDING POSTS RESPONSE TO PROPOSED FIVE-YEAR PLAN
FOR IMC, PARIS, AND IS CONFLICT-FREE, INSOFAR AS WE ARE
AWARE. POSTS REQUESTED TO UNDERTAKE REVIEW THIS SCHEDULE
AND TO CABLE THEIR OBSERVATIONS TO REACH WASHINGTON BY
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MAY 31, 1978.

2A. IMC OFFSITE, EQUIP'HOTEL, PARIS - HOTEL, RESTAURANT
AND CATERING EQUIPMENT - OCTOBER 14-22, 1979.

B. IMC OFFSITE, SECURITY '79, UTRECHT - INDUSTRIAL AND
COMMERCIAL SECURITY EQUIPMENT - OCTOBER 15-19, 1979.

C. IMC OFFSITE, MECANALEM, PARIS - FLUID POWER COMPONENTS,

INDUSTRIAL ASSEMBLY EQUIPMENT, COMPUTER-AIDED DESIGN AND
MANUFACTURE - DECEMBER 3-9, 1979.

D. IMC OFFSITE, MESUCORA, PARIS - PROCESS CONTROL INSTRUMENTATION - DECEMBER 10-15, 1979.

E. IMC ONSITE, PARIS - AWAITING THEME RECOMMENDATION FROM
POST - FEBRUARY 1980.

F. IMC OFFSITE, COMPEC EUROPE '80, BRUSSELS - MINI COMPUTERS AND RELATED EQUIPMENT - EARLY MAY, 1980.

G. IMC OFFSITE, GRAPHITEC, PARIS - PRINTING AND GRAPHIC ARTS EQUIPMENT - APRIL, 1980.

H. IMC OFFSITE, MACHINE-OUTIL, PARIS - METALWORKING AND FINISHING EQUIPMENT - MAY, 1980.

I. IMC ONSITE, PARIS - AWAITING THEME RECOMMENDATION FROM
POST - JUNE OR SEPTEMBER, 1980.

3. FOR IMC, PARIS - OPINIONS ON VIABILITY OF U.S. PAVILION AT THESE INTERNATIONAL FAIRS SHOULD BE SOLICITED FROM UNCLASSIFIED

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THREE AGENTS/DISTRIBUTORS FOR EACH EVENT. ALSO JEGU OF B.I.R.P. SHOULD BE RE-APPROACHED TO OBTAIN HIS SUPPORT FOR SCHEDULING PRINTEMPS INFORMATIQUE IN TANDEM IMMEDIATELY PRECEDING COMPEC EUROPE '80. SINCE MAJOR BENEFIT SHOULD ACCRUE TO O.I.R.P. WITH AN INFUSION OF NTM FIRMS VIA SUCH A TANDEM ARRANGEMENT, JEGU SHOULD UNDERSTAND THAT HIS DECISION TO COMMIT IN PRINCIPLE CANNOT WAIT A YEAR.

4. FOR IMC/COMAFF, PARIS - PLEASE PROVIDE THREE OR FOUR THEME RECOMMENDATIONS IN PRIORITY ORDER FOR INCLUSION IN FY-80 SCHEDULE AS ON-SITE EVENTS INDICATING PREFERRED TIME-SLOT FOR EACH. WE RECOGNIZE INCLUSION OF TWO ON-SITE EVENTS RESULTS IN A VERY FULL SCHEDULE - NINE EVENTS TOTAL - BUT BELIEVE IT PREFERABLE TO CLEAR FULL SCHEDULE NOW IN CASE NEGATIVE RESEARCH OR STAFFING, COST, ETC. CONSIDERATIONS FORCE CUT-BACK IN OFF-SITE SCHEDULE LATER.

5. THE IMC WILL NOTE THAT ASSIGNMENTS OF RESPONSIBILITY FOR EVENTS OUTSIDE FRANCE HAVE BEEN MADE WITH WORKLOAD CONSIDERATIONS IN MIND, WHEN SUCH CONSIDERATIONS ARE PARAMOUNT. NORDIC SCHEDULE TO BE HANDLED BY IMC COLOGNE AND/OR IMC MILAN IN FY-80. VANCE.

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